

# Yogurts compete for space on store shelves

By Sarah Nassauer, Wall Street Journal

These are dark days for fans of regular yogurt.

The creamy snack is being edged out on grocery store shelves by its thicker, tarter, higher-protein sibling, Greek yogurt.

Over a third of the yogurt in a typical grocery store is now Greek, in varieties from low-fat to fruit-on-the-bottom to tubes for kids. Because shelf space is limited, the Greek squeeze means consumers have had to say goodbye to some varieties of traditional-style yogurt and more obscure flavors. (R.I.P. Stonyfield Farm's Whole Milk White Chocolate Raspberry and Strawberry Acai flavors.) Pudding cups, margarine and other products with the misfortune of usually sitting near yogurt also are harder to find.

"It certainly has crowded out everything I like to eat," says Kimberly Davis, a 38-year-old resident of Plattsburgh, N.Y., who doesn't like the taste of Greek yogurt but eats traditional yogurt often.

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